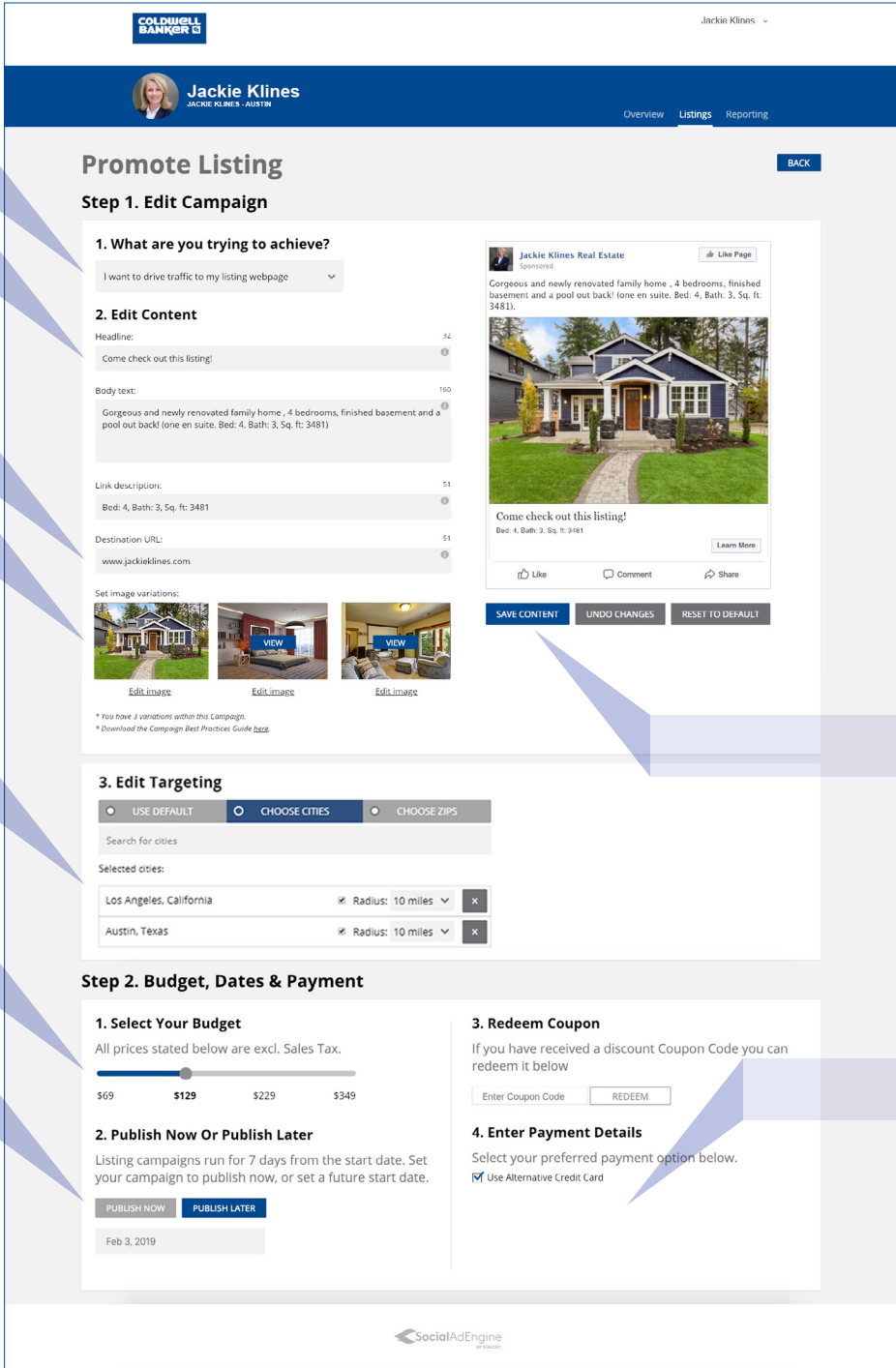


CREATE & PUBLISH A LISTING CAMPAIGN

Access Social Ad Engine via [CB Exchange](#) and click on the Listings tab in the upper right navigation bar to view your active listings. Find the listing you wish to publish and click 'Promote'.



The screenshot shows the 'Promote Listing' interface for Jackie Klimes, with the following sections and callouts:

- GOAL:** Step 1.1 'What are you trying to achieve?' with the goal 'I want to drive traffic to my listing webpage'.
- COPY:** Step 1.2 'Edit Content' including fields for Headline, Body text, Link description, Bed/Bath/Sq. Ft., and Destination URL.
- WEBSITE:** The Destination URL field is set to 'www.jackieklimes.com'.
- IMAGES:** 'Set image variations' section showing three image thumbnails with 'Edit image' and 'VIEW' buttons.
- TARGETING:** Step 1.3 'Edit Targeting' with radio buttons for 'USE DEFAULT', 'CHOOSE CITIES', and 'CHOOSE ZIPS'. Selected cities include Los Angeles, California and Austin, Texas, each with a 10-mile radius.
- BUDGET:** Step 2.1 'Select Your Budget' with a price range slider from \$69 to \$349, currently set at \$129.
- PUBLISH:** Step 2.2 'Publish Now Or Publish Later' with 'PUBLISH NOW' and 'PUBLISH LATER' buttons. The start date is Feb 3, 2019.
- SAVE:** A 'SAVE CONTENT' button is located at the bottom of the content editor.
- PAY:** Step 2.3 'Redeem Coupon' and Step 2.4 'Enter Payment Details' (including 'Use Alternative Credit Card' checkbox) are located on the right side of the interface.

CREATE & PUBLISH A LISTING CAMPAIGN

Step

1

Build & Save Your Campaign

SELECT YOUR GOAL

- **Reach** - get as many people as possible to see your ad.
- **Traffic** - drive as many people as possible to your website/link.
- **Leads** - allow Facebook users to submit their contact information.

EDIT THE CAMPAIGN COPY

Text fields will be pre-populated based on campaign copy best practices. You may edit the text by clicking into the body, headline, or link description boxes.

SELECT YOUR IMAGERY

Select 3 images that showcase the key features of your listing. You may select any image you'd like by clicking 'Edit Image' below each of the images. Check out the Campaign Best Practices Guide for help with Copy and Imagery!

SELECT YOUR TARGETING

Your listing will target with a 25-mile radius around it's address by default. If you would like more custom targeting you can choose your own cities or zip codes to target from the Targeting menu.

SAVE CONTENT, UNDO CHANGES OR RESET TO DEFAULT

If changes have been made, you must save content before you proceed. You also have the ability to undo or reset the changes you've made.

Step

2

Select & Publish Your Campaign

SELECT PACKAGE

Use the slider to choose the package that fits your desired budget.

CHOOSE A START DATE

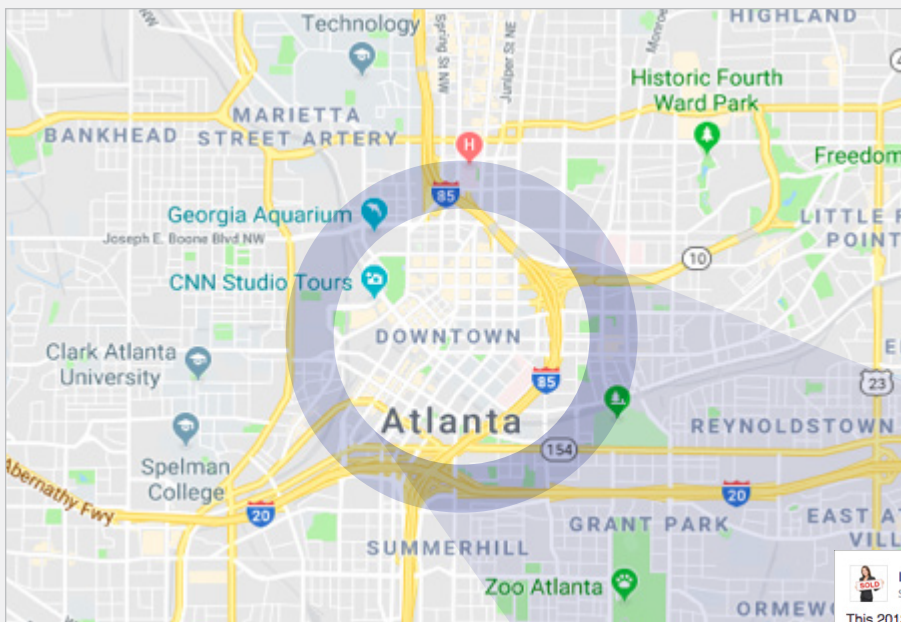
You can choose to have your ad go live immediately or select a future date. If a future date is desired, click publish later, click the date, and select your desired date from the pop-up calendar.

PAY AND PUBLISH!

SELECTING YOUR ADVERTISING GOAL

It is important to select the right advertising goal for your campaign based on your specific business needs.

From the Listings Tool, you have three unique ways in which you can deliver your ad based on your advertising goal - Traffic, Leads & Awareness.



WHY SHOULD I CHOOSE A REACH AD?

- Maximize exposure of the listing and of you as an agent.
- Promote specific local events such as open houses or special events tied to the listing.

Reach Campaigns

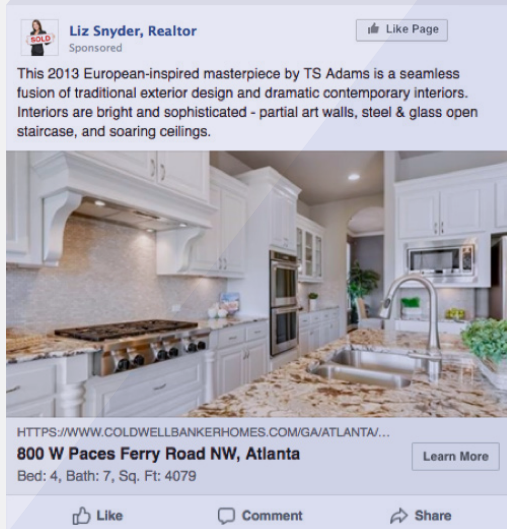
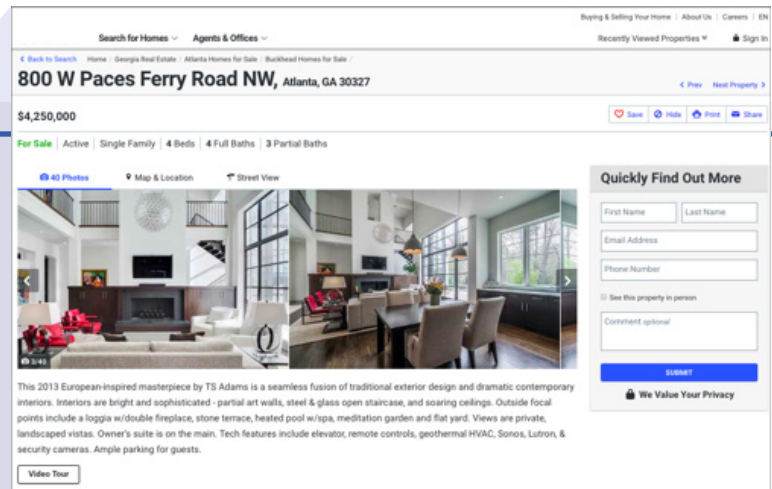
Reach campaigns help your property be seen by the most amount of people on Facebook & Instagram within a radius you set when you publish your campaign.

A screenshot of a Facebook sponsored advertisement. At the top, it says 'Liz Snyder, Realtor' and 'Sponsored'. The main text describes a '2013 European-inspired masterpiece by TS Adams' with details about its interior design. Below the text is a photo of a modern kitchen with white cabinetry and a marble countertop. At the bottom, the address '800 W Paces Ferry Road NW, Atlanta' is listed along with 'Bed: 4, Bath: 7, Sq. Ft: 4079'. There are 'Like', 'Comment', and 'Share' buttons at the very bottom.

SELECTING YOUR ADVERTISING GOAL

Traffic Campaigns

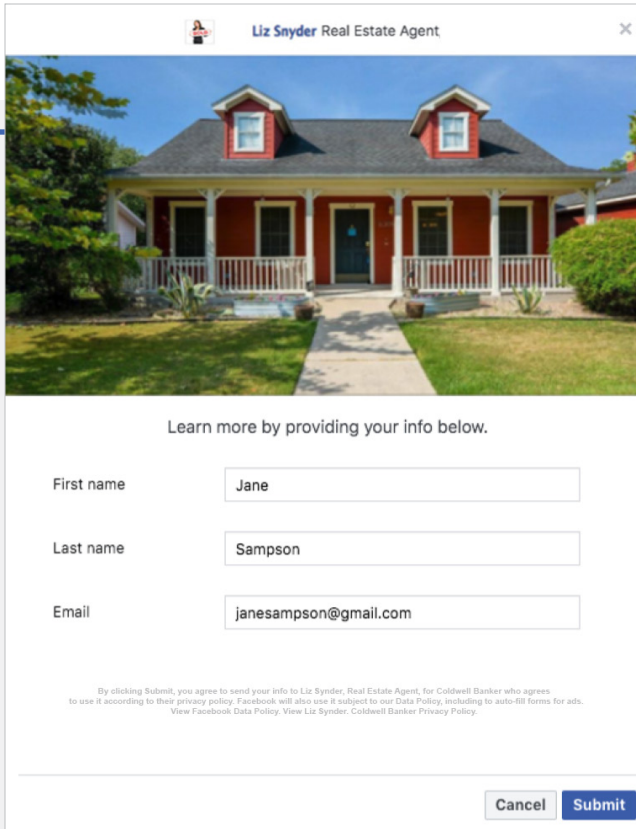
Traffic campaigns drive as many interested users as possible to the specific listing page on ColdwellBanker.com to learn more about the property. Your budget is used to optimized for the most clicks. You can also override the destination url to send people directly to your website.



WHY SHOULD I CHOOSE A TRAFFIC AD?

- Sending users to your listing's website will provide more information that you can't show on your Facebook and Instagram ad.
- The user will also be able to learn more about you and the other listings you may have for sale.
- The user can contact you using your details found on the site, or via the contact form on the site.

SELECTING YOUR ADVERTISING GOAL



Liz Snyder Real Estate Agent

Learn more by providing your info below.

First name

Last name

Email

By clicking Submit, you agree to send your info to Liz Snyder, Real Estate Agent, for Coldwell Banker who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. View Facebook Data Policy. View Liz Snyder, Coldwell Banker Privacy Policy.

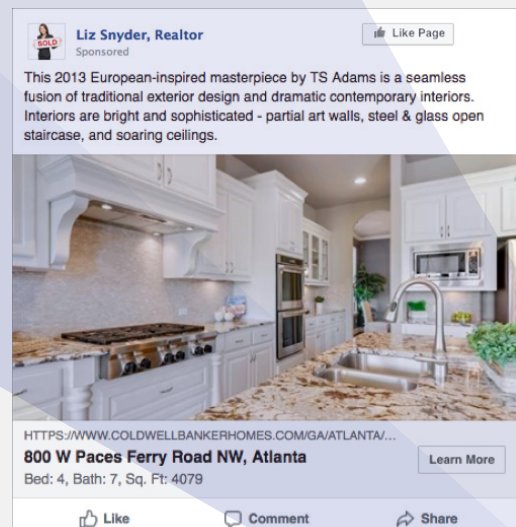
Lead Generation Campaigns

Lead campaigns allow users to leave their contact details via a Lead Form on Facebook or Instagram, without leaving the app. They click the ad and the form immediately pops up with their details auto-populated. If you're a LeadRouter agent, the lead details will be automatically routed to you via LeadRouter for follow-up.

WHY SHOULD I CHOOSE A LEAD AD?

- Immediately receive contact details of interested users via LeadRouter, or via email.
- Users who take time to submit a form are showing genuine interest in finding out more.

It is important to follow up with leads as soon as possible with more information for the best chance of turning the user into a genuine lead for the property.



Liz Snyder, Realtor
Sponsored

Like Page

This 2013 European-inspired masterpiece by TS Adams is a seamless fusion of traditional exterior design and dramatic contemporary interiors. Interiors are bright and sophisticated - partial art walls, steel & glass open staircase, and soaring ceilings.

[HTTPS://WWW.COLDWELLBANKERHOMES.COM/GA/ATLANTA/...](https://www.coldwellbankerhomes.com/GA/ATLANTA/...)

800 W Paces Ferry Road NW, Atlanta

Bed: 4, Bath: 7, Sq. Ft: 4079

Learn More

Like Comment Share

CAMPAIGN BEST PRACTICES - IMAGERY TIPS

Tip

1

Use photos that best represent your listing to generate more interest! Your listing campaign will test 3 images, so you will be able to select 3 images from all your listing pictures.



Tip

2

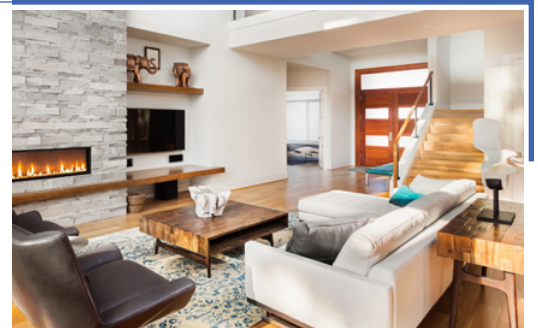
The best photos for Facebook advertising are well-lit and have a clear focal point. You will also want to make sure that a prime feature of the property is highlighted in each of the photos you have chosen.



Tip

3

We recommend choosing at least one exterior and one interior shot. Depending on the home type, your audience may respond better to one type of image over the other.



Tip

4

Be sure to utilize photos that are in landscape orientation. Photos that are in portrait orientation don't fit as well in Facebook ads and may become distorted.



CAMPAIGN BEST PRACTICES - COPY TIPS

BODY

 **Jackie Klines Real Estate**
Sponsored Like Page

Gorgeous and newly renovated family home , 4 bedrooms, finished basement and a pool out back! (one en suite. Bed: 4, Bath: 3, Sq. ft: 3481).



Come check out this listing!
Bed: 4, Bath: 3, Sq. ft: 3481 Learn More

 Like Comment Share

HEADLINE

LINK DESCRIPTION

Your ad includes three distinct copy fields:

- **HEADLINE:** Highlights the address of the property, or a clear call to action; 25 characters recommended.
- **BODY:** References clear selling points of the property; 90 characters recommended.
- **LINK DESCRIPTION:** Emphasizes key selling points; 30 characters recommended.

CAMPAIGN BEST PRACTICES - COPY TIPS

We've tested thousands of real estate ads – here's what we found works best!

Headline

- Having the address in the headline drives the best results – this is why it has been selected as the default for all listings campaigns. If you decide not to use the address, go with something short and sweet, like “Check out this listing” or “Welcome to Your New Home!”.
- There is a recommended 25 character limit to ensure the headline is fully displayed across all devices.

Body

- The first 2 sentences of your MLS listing description will be used for the body of your ad, although it's easy to edit this to feature any key selling points of your property.
- Feel free to include the property's proximity to landmarks, amenities, or unique design features.
- The important thing to remember while editing this field is to keep it easy to read and to the point by adhering to the 100 character limit. Facebook users are likely to scroll right past your ad if they're presented with an overload of text!

Link Description

- While your link description will be configured to read “Bed: x, Bath: x, Sq. ft.: x” where x is the number reflected in the listing, you're free to edit this field as well!
- Link descriptions aren't visible on mobile devices, so make sure you're not filling this with any critical information.
- You can use this to emphasize any other key selling points you'd like to mention.